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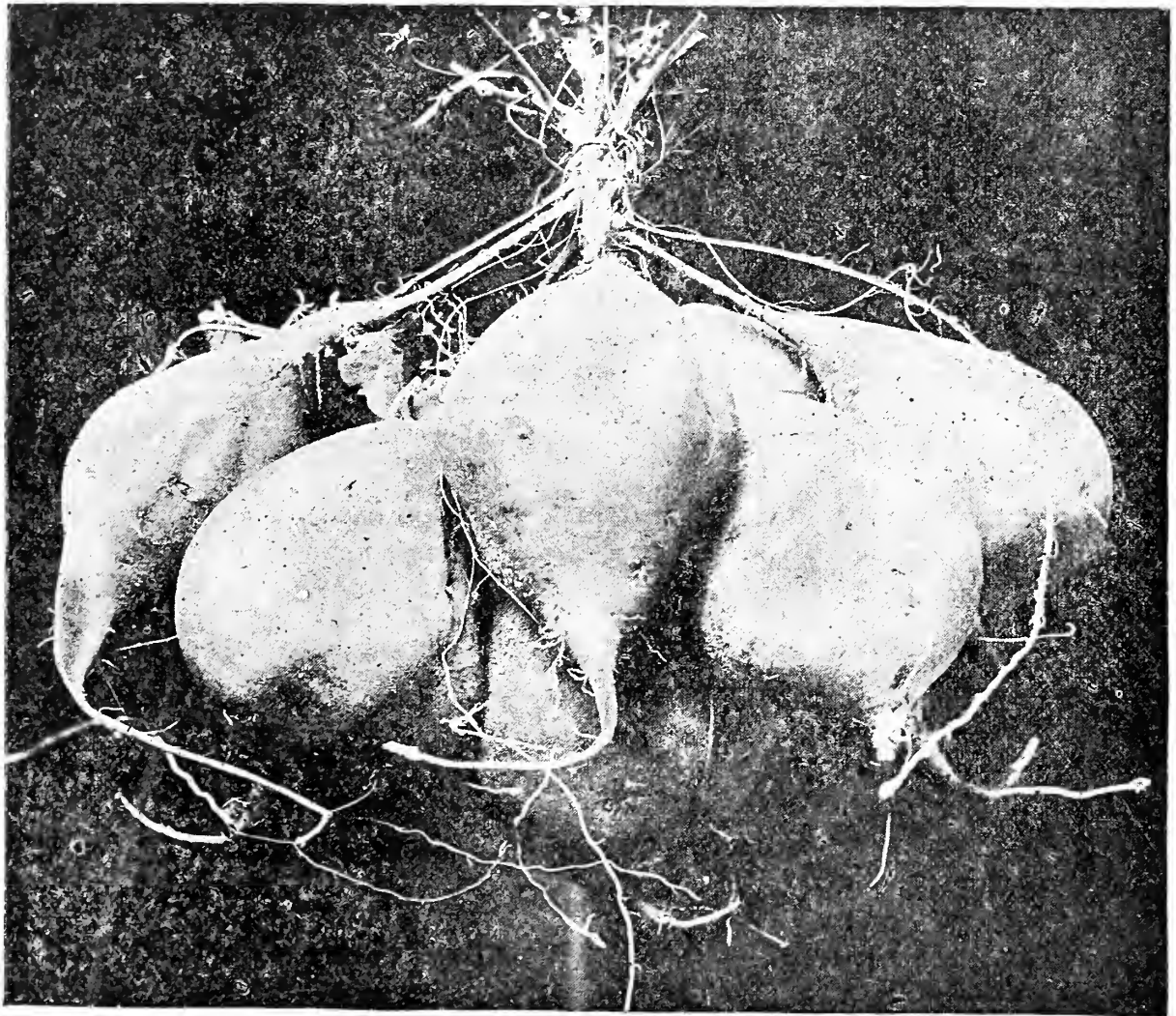
Another Spring is near. Seed and plant time will soon be  
with us again, and I hand you herewith my

## PRICE LIST

### For SPRING of 1916

If you have not already used my seeds and plants I ask you to give me  
a trial order and I am confident that you will be pleased with them  
and my treatment. I shall be glad to receive your order—large  
or small. Thanking you for your past trade and confidence,  
I am, faithfully yours, MICHAEL N. BORGO.

For Reference write to Vineland Trust Company, enclosing stamp for return.



**MICHAEL N. BORGO**  
VINELAND, NEW JERSEY

## SHIPPING INSTRUCTIONS

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up correctly. Please do not write letters on the same sheet with order.

We pack sweet potatoes in barrels to hold three bushels and smaller lots in hamper or box. Plants are packed with moss in baskets or boxes and paper lined in cold weather, and all plants and seed are delivered on board car here without extra charge.

You will find the prices in this catalogue much lower than other catalogues, and the plants and vines are as good as you can get anywhere, and it would pay to pay more than I ask for them. Why not try an order of plants from me, and see for yourself what kind of plants I sell, and at very low prices for A No. 1 stock?

**OUR TERMS** are cash with order.

C. O. D. shipment made when one-fourth or more is sent with order.

**IN ORDERING** always state how they should be marked, by what Railroad, Freight or Express, and any information you can give.

**SEND PAYMENTS** by P. O. Money Order, Registered Letter or Express Order.

While we take precaution to have our seed and plants pure, and of good quality and free from disease, we do not give any warrantee, express or implied, either as to quality, productiveness, or any other condition, and will not be responsible for crop.

**SHIPPING SEASON.** Our packing season commences in the Fall about October 10 and lasts as long as safe, and in the Spring about March 1st and until about May 15.

Sweet potato plants until July, Vegetable plants until September 30th.

**TIME TO ORDER.** You should order just as soon as you receive the catalogue. By ordering early you get your order filled in time before the rush of season and get just what you want.

We have two railroad companies—New Jersey Central and West Jersey Seashore R. R. Co. There are seven Expresses out each day and six in each day, and ten mail trains in and ten out.

**PACKAGES BY EXPRESS NOT PREPAID.**

Mr. Michael N. Borgo.

Macon, Ga., February 22, 1914.

Dear Sir:—I have received the Dewberry Plants and they are fine plants. Enclosed find check for my order. You will hear from me when I am in need of more.

Yours respectfully,  
DAVID MILNE.

## SWEET POTATO CULTURE

**The Usual Method as Practiced Here.** About the 10th of April the potatoes are bedded in a hot bed (which may be a manure or fire heat bed). A sandy soil is best for this. The potatoes are laid evenly over the bed about one-half to one inch apart, then cover with two or three inches of the same soil. If the heat is just right, about 75 to 90 degrees, they will begin to break ground in a week or ten days when they should be kept well watered and in two or three weeks more will produce well-rooted plants, which are pulled off by thrusting the fingers of the left hand down onto the potato and pulling the plants with the right hand. In this way several "pullings" may be taken from the same potatoes and if the soil has been properly manured, watered and cared for the last plants will be as good as the first.

These plants are set either in hills or on ridges about six or eight inches high, the rows being about three feet apart and plants from 20 to 30 inches in the row. A sandy loam is considered the best soil, but they may be grown in quite heavy soil. Prepare the ground, if not already rich, by putting a handful of fertilizer rich in potash, well mixed in each hill, or a small shovelful of compost or manure. In setting plants, if the soil is dry, it is always best to put a little water in the hole with the plant, which insures its getting a good start. They should not be set until the soil becomes warm and the weather mild. Follow with thorough clean culture. For field work a cultivator with vine turners is used which throws the vines on top of the ridge, or vines may be turned by hand. We allow the vines to root on top of the ridge as it seems to do no harm.

**Growing Sweet Potatoes in the North.** Although the sweet potato finds its home in the warm light soils of the South, it is successfully grown in main parts of the North, even Maine is said to have produced good crops. For such places we would select a warm, sandy or gravelly soil, well protected from north and west winds if possible.

**Digging and Storing.** Dig in dry weather if possible, and allow to dry several hours in field. Put immediately in storage if to be kept in winter. Moving afterwards even from place to place in the same room will sometimes cause them to rot. A dry cellar with a stove or heater in it where the temperature can be kept about 50 or 60 degrees and air dry is one of the best places to keep Sweet Potatoes, although for large quantities store-houses are often built above ground. It is usual to leave an air space of four inches or more under the bins or boxes in which they are stored.

**Cooking.** Sweet potatoes may be baked, boiled or fried, the same as other potatoes. If boiled, care should be taken to have a hot fire and take up potatoes as soon as done. Served with butter or nice, sweet cream they are liked by nearly every one. The Southern Sweet Potatoes are always baked, as boiling injures their good quality. Sweet Potatoes are also used for puddings and pies.

The **Vineland** Sweet Potato is the king of all sweet potatoes and has the finest flavor of all. You can take them from other states and put them next to the Vineland potato and you will find that the Vineland potato has the best flavor of all. When they are shipped to market they bring from one to three dollars a barrel more than other potatoes on account of their fine, bright yellow color and their wonderful flavor.

I have seen buyers in the markets of New York and Philadelphia looking over the potatoes, asking if they have any Vineland potatoes, if not, when will you have some, because my trade asks for them, as they are the best. Therefore when you buy seed sweet potatoes you want to buy Vineland sweet potato seed and plants. They may be higher in price but you get the best for the money. Not only that, but you get the potato that has the color, shape and flavor. When you eat or sell them you can say that this is the wonderful Vineland potato which is asked for by everybody who knows of them.

## SWEET POTATO SEED AND PLANTS

**TAKE NOTICE.**—I can not furnish any Vineland Bush Sweet Potato Seed this spring. I can supply plants.

**JERSEY YELLOW.**—This seems to be the preferred name for the Sweet Potato grown mainly in New Jersey. Our Vineland Fancy Strain has for years been carefully selected from the best Jersey Yellow seed, having a smooth skin, good form, color and general appearance as well as productiveness and keeping qualities, and we feel confident there can be no better seed Sweet Potatoes obtained anywhere. No. 1 will run from 1 to 1½ inches in diameter.

**JERSEY RED.**—Has the general characteristic of the Jersey Yellow. Is of a much better quality and superior for table use. Our stock is smooth and chunky.

**VINELAND BUSH.**—It is a true bush from the Jersey Yellow, resembling it in leaf. It forms a thick bushy top of dark green leaves and presents a most luxuriant appearance. It is as easy to cultivate and care for as a bush bean, and there are no vines to bother in digging.

**BIG STEM JERSEY.**—Most rapid grower and heaviest yielder of the Jersey Yellow type, and therefore growing to marketable size much earlier in the season.

### PRICES OF VARITIES

	Peck	Bus.	Bbl.		Peck	Bus.	Bbl.
Jersey Yellow .....	\$0.75	\$1.25	\$3.00	Jersey Reds .....	\$0.75	\$1.25	\$3.00
Big Stem Jersey.....	.75	1.25	3.00				

I have a few barrels of No. 2 Seed which I will sell as long as they last at per barrel. Price subject to market changes.

Milton, Pa., 4-18, 1914.

Dear Sir:—I received everything O. K. Plum Farmers come today, everything in fine condition. Yours with thanks. Enclose find check for amount.

Yours truly,  
E. O. ENTERLINE.

### SWEET POTATO PLANTS

Ready about May 10.

	Mail	Express			Mail	Express	
	100	100	1000		100	100	1000
Jersey Yellow .....	\$0.75	\$0.40	\$2.00	Jersey Big Stem, Imp.	\$0.70	\$0.40	\$2.00
Vineland Bush .....	.85	.50	3.00	Red Bermuda .....	.75	.50	2.50
Jersey Red .....	.70	.40	2.00				

Fifty plants at 100 rates, and 500 at 1000 rates, of any kind.

Highland, N. J., May 8, 1914.

Mr. Michael N. Borgo.

Dear Sir:—I received the plants in good condition and they were O. K. Will need more next year and you will hear from me again.

Yours respectfully,  
E. V. ALBERTSON.

Macon, Ga., March 3, 1914.

Mr. Michael N. Borgo.

Dear Sir:—I received the 2000 Wilson, the 1000 Lucretia and the 1000 Asparagus Roots in good condition and they were O. K. I was very well pleased with all the plants.

Yours respectfully,  
GEO. BRICK.

Anthens, N. Y., April 25, 1914.

Dear Sir:—I received the plants in good condition and they were O. K. I thank you very much for your prompt shipment and good packing. I was more than pleased with them. I will remember you when in need of more. Thanking you again for your prompt attention.

Yours respectfully,  
FRANK SHEFFIELD.

## BLACKBERRIES

### The Black Diamond Blackberries.

**THE BLACK DIAMOND** is coming to be the leading berry for market and home use. The Black Diamond is what you should plant because there is not any berry that can take its place, and now is the time to set out what you may want of them, do not wait until next year, or wait for your neighbor, get it yourself, you will not make any mistake by ordering them.

**THE FRUIT.**—The fruit is jet black and firm, and will not soften either on the bush or after it has been picked. It has an exceptionally fine flavor, spicy and melting. The berry is about the size of Erie or Ohmer, an abundant bearer, frequently perfecting as many as 2000 berries on one vine and frequently as many as nine quarts have been gathered from a single vine.

**ATLANTIC DEWBERRY.**—A new fruit that you can't afford to ignore. Plants immensely vigorous and strong growing; free from rust. Wonderfully productive, single hills often bearing five to eight quarts in one season. The same planting will stand for many years without losing its vigor and immense productiveness. While the vines are quite thorny, the fruit is borne in great clusters that hang well out from the main vine, making it easy to pick. Unsurpassed shipping qualities. Owing to its great firmness, it can be shipped a long distance to market, and will remain firm and glossy jet-black for a week after picking. Season of ripening in this latitude, first of August to first of September, after all other Dewberries are gone. Size about the same as Snyder blackberry. Flavor excellent, spicy and melting.

**WILSON.**—A very fine Blackberry, excellent quality fruit, very large and black, fine berry for market.

**ANCIENT BRITTON.**—Strong, healthy canes are heavily laden with sweet, melting berries of medium size. Markets well.

**EARLY HARVEST.**—Dwarf, very early, quite productive of sweet, medium sized berries. Needs protection in the North.

**ELDORADO.**—The berries are large, jet black, borne in large clusters and ripen well together; they are very sweet, melting, have no hard core and keep for eight to ten days after picking.

**ERIE.**—Berries large and nearly round, appearing thus even larger than they really are. The canes are strong, with heavy foliage, hardy, ripens between Early Harvest and Wilson.

**KITTATINNY.**—Large, fine berries of good quality; canes strong, erect, fruitful.

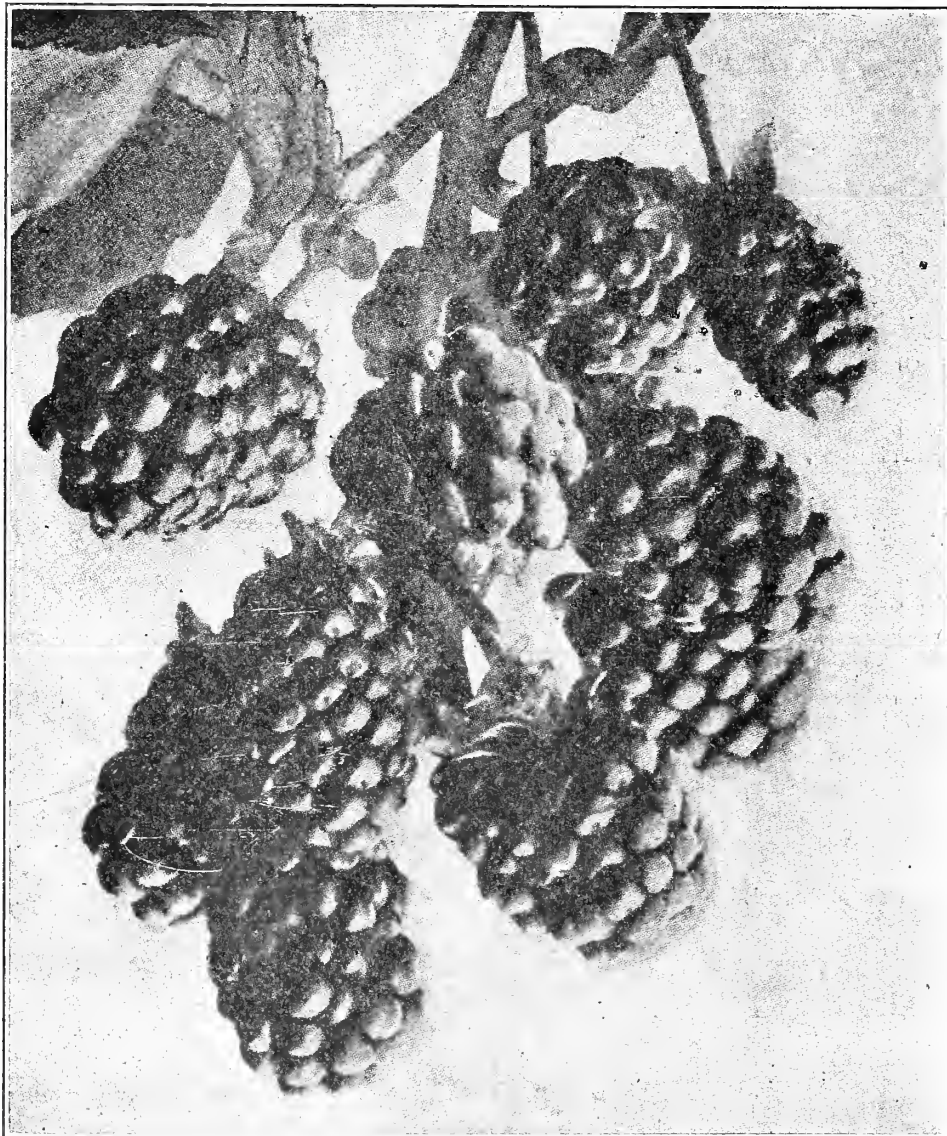
**RATHBUN.**—The berries are sweet, luscious, have no core, and are firm enough to ship and handle well. The canes make a strong, erect growth.

**SNYDER.**—Berries of medium size, sweet, melting. Very hardy and wonderfully productive. Leads where hardiness is a consideration. Early.

**TAYLOR.**—A good succession for Snyder in cold climates. Ripens its large, luscious berries some weeks later. Vigorous, hardy, fruitful.

**MERSEREAU.**—Fruit is as large, glossy and firm as Wilson. Stands shipping as well and sells for Wilson on any market. More productive than Wilson. A wonderful cropper.

**BLOWERS.**—Fruit large; productive. A strong grower. A new favorite with many strong points.

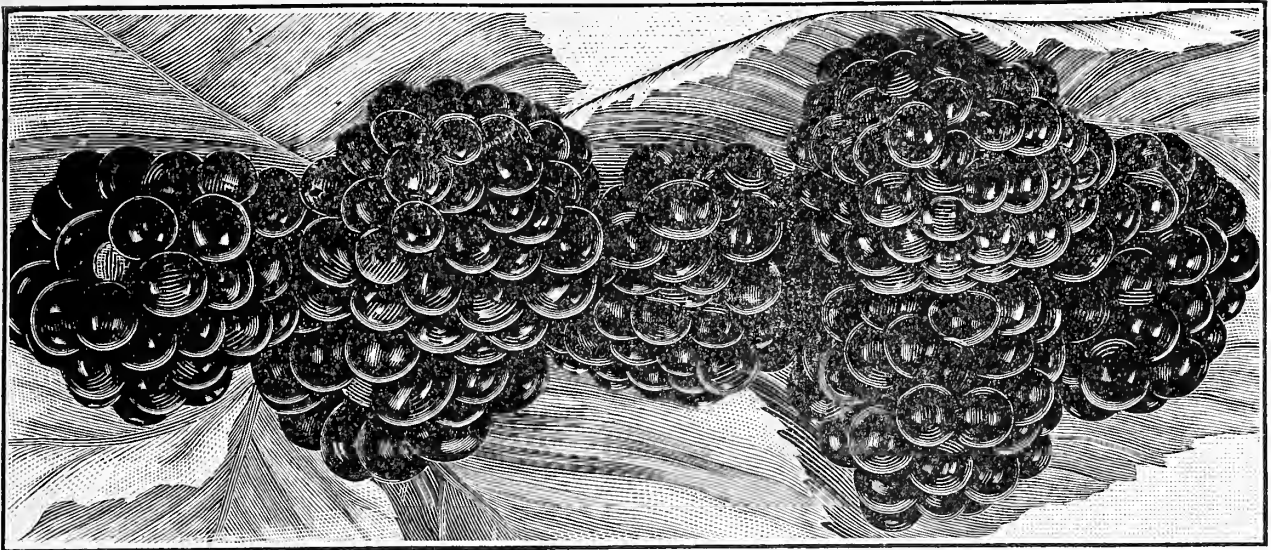


### THE WARD

One of the best ever grown. I have been growing the Ward Blackberries for the last five years. It is one of the best sights I ever saw. Hedge rows were seven feet apart, canes standing four to five feet high and some two and three feet wide, and the tops were such a solid mass of green, red and black berries as to almost exclude the foliage from sight. Outside those great hedge rows was a continuous mass of berries. The ripe ones were big glossy black fellows. The canes were very hardy, never having been known to winter kill, even where the temperature went 35 and 40 below zero. The Ward does not waste itself in a lot of surplus suckers and plants. I have ten acres of Ward Blackberries in fruit which are bringing from eight to twelve cents a quart.

Of course, there are other good Blackberries, hardy of cane, productive of big berries, and Blackberries of high quality, but in no other one berry that I know can all these good qualities be found. Any one who expects to make a new planting of Blackberries for family use should surely plant Ward, while market centers in northern sections may be sure of heavy crops yearly if they plant liberally of this grand berry.

A perfect Blackberry is Ward. Ward is a good shipper, perfectly hardy canes, no superfluous sprouts or canes, a great yielder of large blackberries, rich and sweet—no hard cores; fruit all on outside easily harvested.



**THE JOY BLACKBERRY.**—Brings joy to all that grow, sell or eat it. Brings joy to the market grower in large crops and large returns; to the commission merchant who sells the fruit, to the shopkeeper who retails it and to the amateur and gardener in the home garden. No one who partakes of its delicious, health-imparting fruit, can fail to enjoy it.

The canes are of stocky, vigorous habit, with abundant large leaves; yields very heavily *every year* and *all* the canes are loaded with fruit; has never been known to be affected with orange rust or other disease. The berries are large and almost as thick through as they are long and are coal black. In rich, luscious flavor it surpasses all other blackberries. It ripens in midseason—with Ward, Blowers and Kittatinny. I believe it to be the blackberry of the future and will become as popular as the Gandy Strawberry or the Cuthbert and St. Regis Raspberries.

**THE LOGAN BERRY.**—A hybrid between the Raspberry and the Blackberry. The fruit is as large as the largest Blackberry, and is produced in immense clusters. The color is clear, dark red. It partakes of the flavor of both the Blackberry and the Raspberry—mild, pleasant, vinous flavor, delicious and peculiar to this berry alone. Seeds small, soft and few. Berries very firm, and carry well. Strong grower, enormous bearer. Fruit ripens early, just after Strawberries. Not hardy north of 40th parallel.

### PRICES OF BLACKBERRY PLANTS

	12	25	100	500	1000
Black Diamond .....	\$0.50		\$2.00	\$12.00	\$20.00
Atlantic .....	1.00		2.00	15.00	30.00
Joy Blackberry .....	1.00		6.00	25.00	45.00
Blowers .....	.40		2.00	8.00	15.00
Mersereau .....	.40		1.50	6.00	10.00
Ancient Britton .....	.40	\$0.75	2.50		13.00
Early Harvest .....	.25	.65	2.00		12.00
Eldorado .....	.40	.75	2.00		13.00
Erie .....	.25	.65	2.00		11.00
Kittatinny .....	.30	.70	2.10		12.00
Wilson .....	.25	.40	1.00		6.00
Rathbun .....	.50	1.00	3.00		12.00
Snyder .....	.30	.70	1.90		12.00
Taylor .....	.35	.75	2.00		12.00
Logan .....	2.00	5.00	15.00		70.00
Ward .....	.50	.75	2.50		8.00

Dozen by mail, paid; others by express or freight, not paid.

## RASPBERRIES

### ST. REGIS

#### Another New Everbearing Raspberry From New Jersey

It comes well recommended. Raspberries for four months! That's what you get when you plant St. Regis—the new everbearing variety. Moreover, they are not only raspberries, but raspberries of the very highest grade—in size, in brilliant crimson color, in firmness, in flavor.

The variety has been aptly termed "the early 'till late" variety; for it is the first raspberry to give ripe fruit, while it continues to produce berries without intermission until late in October.

St. Regis is of pure American blood and of ironclad hardihood; the canes enduring the severest cold uninjured and are wonderfully prolific. Its foliage never suffers by sunburn or scald; nor is its growth impaired by the heat and drought of summer.

In addition to the bright crimson color and large size of the fruit, it is so firm and rich in sugar that it will stand shipping two hundred miles, arriving in market in first-class order; and it can readily be kept in perfect condition for several days after being gathered. In brief, it is a marvel as to size, beauty and excellence.

**WELSH** is a new berry about four years old and is taking its place far ahead of a lot of other varieties and is also taking the place next to the St. Regis. The fruit is somewhat larger than the St. Regis and other varieties. The Welch makes a fine growth; the flavor is fine; the fruit is of a deep red color and very attractive.

**THE ROYAL PURPLE RASPBERRY.**—Purple raspberries are more vigorous and productive than either reds or blacks and will succeed when reds and blacks fail. For this reason they are recommended for the average planter. The Royal is the greatest advance yet made in Purple Raspberries. It is dry, hard and firm, does not crumble, and can be picked before fully ripened, as it comes off the stem easily. The berries are fine for home and market and the bulk of the crop comes about two weeks later than the Columbian.

**PLUM FARMER** is a fine big black berry. Very fine berry for home and market and a large yielding variety. The crop matures in a very short period and also very early.

**THE IDAHO RED RASPBERRY** is a fine berry; the fruit is very large, some berries attaining over one inch in diameter and of a deep red color. Very attractive, fine flavor, and very fine for market.

**MILLER RED RASPBERRY** is a very fine berry, as good as any on the market.

**BRILLIANT.**—A variety surpassing in productiveness, size, color and hardiness the famous Miller. Ripens its fruit earlier and faster, producing bright, glossy, brilliant red berries; handsome. Being a remarkably good shipper, reaching market in all its brilliancy and firmness, it finds ready sale at good prices.

**CUMBERLAND.**—*Blackcap.* The largest raspberry known. Selected specimens measure an inch in diameter, while they are uniformly very large. The canes are extremely hardy, having undergone a temperature of 16 degrees below zero, unprotected, without injury. They are immensely productive, producing annually very heavy crops. Fruit firm and in quality equal to the very best blackcaps. Season a little in advance of Gregg.

Michael N. Borgo.

Portland, Indiana.

Dear Sir:—I received the 5000 Dewberry Plants by express and they are all O. K., and we wish to congratulate you on the packing of the plants, as they are in fine shape. I will want more and will give you orders for all I need, as yours are the best plants I ever bought.

J. P. FOX.

**CUTHBERT.**—A remarkably strong, hardy variety; stands the northern winters and southern summers equal to any. Berries very large, measuring three inches around; conical; rich crimson; very handsome, and so firm they can be shipped hundreds of miles by rail in good condition; flavor is sweet, rich and luscious.

**COLUMBIAN.**—A most vigorous grower. Canes ten to fifteen feet long. It is very hardy, enduring twenty-eight degrees below zero without injury. Fruit very large, often an inch in diameter; color, dark red, bordering on purple; adheres firmly to the stem, and will dry on the bush if not picked; of rich, sprightly flavor; the best for canning or evaporating.

**GREGG.**—(Black)—Has been for many years the leading market berry. Large, firm, of good quality, ripening late. Exceedingly productive.

**THE "SCARFF" BLACKCAP RASPBERRY.**—This valuable new black-cap was introduced (under the name of Improved Gregg) last spring to the wholesale trade for the first time. We have changed the name to "Scarff" by request of many of our customers to avoid confusion that might arise between this and the old variety of Gregg. We give the following brief description and hope you will try it.

In size it compares with Cumberland, possibly a trifle larger. In productiveness it is far ahead of any Blackcaps we grow. It is absolutely hardy. Canes free from disease and strong upright growers. The canes are cleaner by far than any raspberry we have ever seen, and we think it will stand heat and drought better. It makes an abundance of good strong canes, hence our low price which should induce every grower to plant several acres.

**GOLDEN QUEEN.**—The most desirable yellow raspberry ever introduced. Especially for home use. Berries are large, of beautiful bright yellow color and of excellent quality. Medium to late.

	Each	12	25	100	500	1000
St. Regis .....			\$0.75	\$1.50	\$6.00	\$10.00
Welsh .....			.75	1.50	6.00	9.00
Plum Farmer .....			.75	1.50	6.00	11.00
Miller .....			.75	1.00	4.00	7.00
Cumberland .....			.75	1.50	6.00	11.00
Cuthbert .....			.75	1.50	6.00	10.00
Columbian .....			.75	2.00	6.00	11.00
Gregg .....			.75	1.50	6.00	11.00
Scarff Blackcap .....			1.50	3.00	9.00	20.00
Golden Queen .....		\$1.00				4.00
Brilliant .....		1.00				4.00
The Royal .....	\$0.25	1.00				
The Idaho .....	.35	1.00				

Dozen by mail, paid; others by express or freight, not paid

## GOOSEBERRIES

**CARRIE** is a vigorous grower and perfectly hardy, and is a heavy yielding plant. The fruit is larger than the Houghton and has a fine flavor.

**DOWING** is another fine fruit, a strong and vigorous grower, and the berries are of an excellent quality, and are fine for home or market.

**HOUGHTON** is a fine berry; is grown everywhere for home and market. It is one of the healthiest of the gooseberry family and has a full crop each year.

	By Mail		By Express			
	12	25	100	250	500	1000
Houghton .....	\$0.80	\$1.00	\$2.50	\$6.00	\$12.00	\$20.00
Dowing .....	1.00	1.75	5.50			
Carrie .....	1.50	2.50	8.00			

## CURRENTS

**BLACK NAPLES.**—Bush very vigorous, upright, moderately productive; fruit varies from small to large, averaging above medium; pulp acid with strong flavor. An old and well-known variety.

**CHERRY.**—Bush vigorous, stocky and compact; cluster rather short, with short stems; fruit averages large; color fine, bright red; berry thin skinned, juicy and fine flavored. One of the most productive of the large currants.

**FAY.**—*Fay's Prolific.* Bush vigorous, but not quite so strong a grower as Cherry; cluster medium to long, with rather long stems; color darker than Cherry, berry averages large; juicy and less acid than Cherry.

**NORTH STAR.**—Bush very vigorous, upright, somewhat spreading; clusters medium length; berries vary from small to medium or above; dark red; comparatively mild acid. Hardy and productive.

**RED DUTCH.**—An old and well-known variety. Bush a strong, tall, upright grower, clusters average about three inches long; berries medium in size, dark red, sprightly sub-acid flavor. Productive.

**VERSAILLES.**—*La Versailles.* Bush a vigorous somewhat spreading grower. Very similar to Cherry in habit of growth and character of fruit.

**WHITE GRAPE.**—Bush vigorous, somewhat spreading, productive; clusters long, berries large to very large, averaging large, of very attractive color, mild flavor and good quality. A good table variety.

Price, any of the above varieties of Currants, strong 2-year-old, 10c each, 90c per dozen, \$5.00 per 100.

Dear Sir:—Received plants in good condition. Thanks for prompt shipment.  
Ironia, N. J., June 9, 1914.  
Yours truly,  
E. W. STROUD.

Dear Sir.—The 3 bbls. of Seed Sweet Potatoes received today all in good order.  
Trenton, N. J., 4-9, 1914.  
Yours with respect,  
C. VAN NEST.

## CAULIFLOWER PLANTS

Erfurt { 100, by mail, 75c; by express, 50c  
Snowball { 500, by express, \$1.75; 1000, by express, \$3.25

## BRUSSELS SPROUTS PLANTS

100, by mail, 25c; by express, 20c  
500, by express, \$1.00 1000, by express, \$1.50

## BEET PLANTS

Eureka Extra Early { 100, by mail, 25c; by express, 20c  
Crosby's Improved Egyptian { 500, by express, 75c  
1000, by express, \$1.25

## EGG PLANTS

New York Improved { \$.75 for 25, by mail; \$3.00 per 100, by express  
New Jersey Improved { .75 for 25, by mail; 3.00 per 100, by express  
Black Beauty { .75 for 25, by mail; 3.00 per 100, by express  
5 cents each for potted plants, by express



# Magazine Clubs

at

## Bargain Prices



### A Chance to Save Money on All Your Magazine Reading

Why subscribe for your magazines and papers separately, when, by ordering them all at one time from our company you can save from 40c to \$1.00 on any "Magazine Club" you select? Besides, you need only one stamp, one envelope, one Money Order, and the Order Blank (over) to order from us—you don't even have to write a letter.

All club subscriptions are for one full year. Orders may be new or renewal. Mark renewals RENEWAL. Postage extra on Canadian or Foreign Subscriptions.

#### "The Farm and Garden Club"

McCALL'S MAGAZINE (50c) } All one year  
One McCall Pattern (15c) } for only  
And any two Magazines below } **\$1.00**  
You save 65c

Green's Fruit Grower (50c) Ohio Farmer (50c)  
Southern Fruit Grower (50c) Southern Ruralist (50c)  
Southern Planter (50c) Poultry Tribune (50c)  
Household Journal and Poultry Success (50c)  
Floral Life (25c) Reliable Poultry Journal (50c)  
Farm and Home (50c) Kimball's Dairy Farmer  
Farm and Fireside (50c) (\$1.00)

#### "The Great Family Group"

McCALL'S (and Pattern) } All one year  
Today's Magazine (50c) } for only  
People's Popular Monthly (25c) } **\$1.00**  
Woman's World (35c) } You save \$1.  
(or Fancywork Magazine) (35c)  
Home Life (25c)

#### "The Famous Dollar Trio"

McCALL'S MAGAZINE (50c) } All one year  
One McCall Pattern (15c) } for only  
Housewife (50c) or Today's (50c) } **\$1.00**  
People's Home Journal (50c) } You save 65c

#### "Fashion—Needlework—Fiction Trio"

McCALL'S (and Pattern) } All one year  
Home Needlework (75c) } for only  
People's Home Journal (50c) } **\$1.25**  
or Housewife or Today's (50c) } You save 65c

#### "The Embroidery and Fashion Offer"

McCALL'S MAGAZINE (50c) } All one year  
One McCall Pattern (15c) } for only  
Modern Priscilla (\$1.00) } **\$1.25**  
You save 40c

#### "The Country Club"

McCALL'S (and Pattern) } All four one  
Farm and Home (50c) } year for only  
(or Farm and Fireside) (50c) } **\$1.00**  
Successful Poultry Journal (50c) } You save 90c  
(or Poultry Item) (50c)  
Farm Life (25c)  
(or Home Life) (25c)

#### "The Housekeeper and Pure Food Club"

McCALL'S MAGAZINE (50c) } All one year  
One McCall Pattern (15c) } for only  
Ladies' World (\$1.00) } **\$1.10**  
You save 55c

#### "Everywoman's Club"

McCALL'S MAGAZINE (50c) } All one year  
One McCall Pattern (15c) } for only  
Woman's Home } **\$1.75**  
Companion (\$1.50) } You save 40c

#### "Youth's Companion Club"

McCALL'S MAGAZINE (50c) } All one year  
One McCall Pattern (15c) } for only  
The Youth's Companion (\$2.00) } **\$2.10**  
New subscription. If Companion is } You save 55c  
renewal add 40 cents.

#### The Biggest Bargain of All

McCALL'S MAGAZINE } All for  
for Three Years } only  
Three McCall Patterns } **\$1.25**  
You save 70c

*Farm and Home, or Farm and Fireside, or Ohio Farmer, or Southern Ruralist, or Green's Fruit Grower, or Poultry Tribune, or Poultry Success, or Kimball's Dairy Farmer, or People's Home Journal, may be taken in place of Housewife, or Today's, in any of the above offers.*

USE ORDER BLANK ON OTHER SIDE

# Don't Miss the Magazine Clubs at Bargain Prices (Over)



## Women Love This Magazine

McCALL'S is the Fashion Guide and Housekeeping Helper of more women than any other magazine in the world. All the latest styles (over 50 new designs) every month; also hints on beauty, etiquette, fancy work, gardening, etc.; also delightful stories that entertain the whole family, and special departments in cooking and home dressmaking, that lighten housework and save money. Price, only 50c a year.

### Free McCall Pattern

Each subscriber for McCALL'S MAGAZINE may choose from her first copy of McCALL'S one 15c McCall Pattern FREE, by sending a postal card, giving Number and size, direct to McCall Co., N. Y.

## This Order Blank Saves You Money

For amounts less than \$1.00, stamps are accepted. For \$1.00 or over, use Money Order. Money Order is always best.

This Order Blank may be used for a "Magazine Bargain Combination," or for a single subscription for McCall's Magazine, 50c for 1 year; \$1.00 for 2 years (75c a year to Canada).

Date.....

GENTLEMEN:—I enclose \$..... { Stamps } for which please send me the following magazines, each one full year: { Money Order }

McCALL'S MAGAZINE and .....

(Write the names of the other magazines above if you select a "Magazine Club" at a Bargain Price.)

NAME .....

POST-OFFICE..... STATE.....

R. F. D. or STREET or BOX NO. ....

NOTE.—Magazines in a Club may be sent to different addresses, if desired, by writing your order on a plain sheet of paper.

**FREE** Besides one McCall Dress Pattern given with each subscription for McCALL'S MAGAZINE, you may have, FREE, a copy of new 24-page "McCALL'S FANCY-WORK BOOK" and a 34-page "STYLE BOOK OF LATEST McCALL PATTERNS," if requested on order.

Address

# MICHAEL N. BORGO

Grower of Small Fruit and Vegetable Plants

Route 4

VINELAND, N. J.

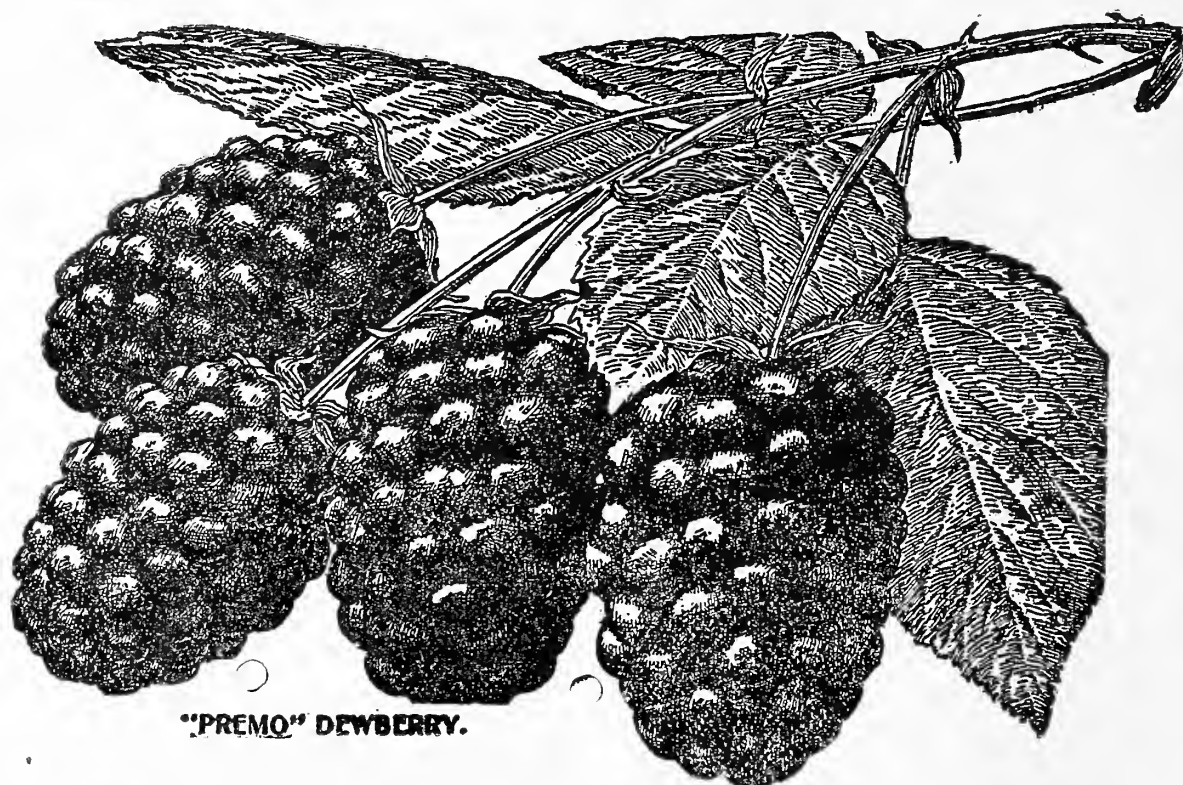
## DEWBERRIES

AUSTIN'S IMPROVED (MAYES) DEWBERRY.



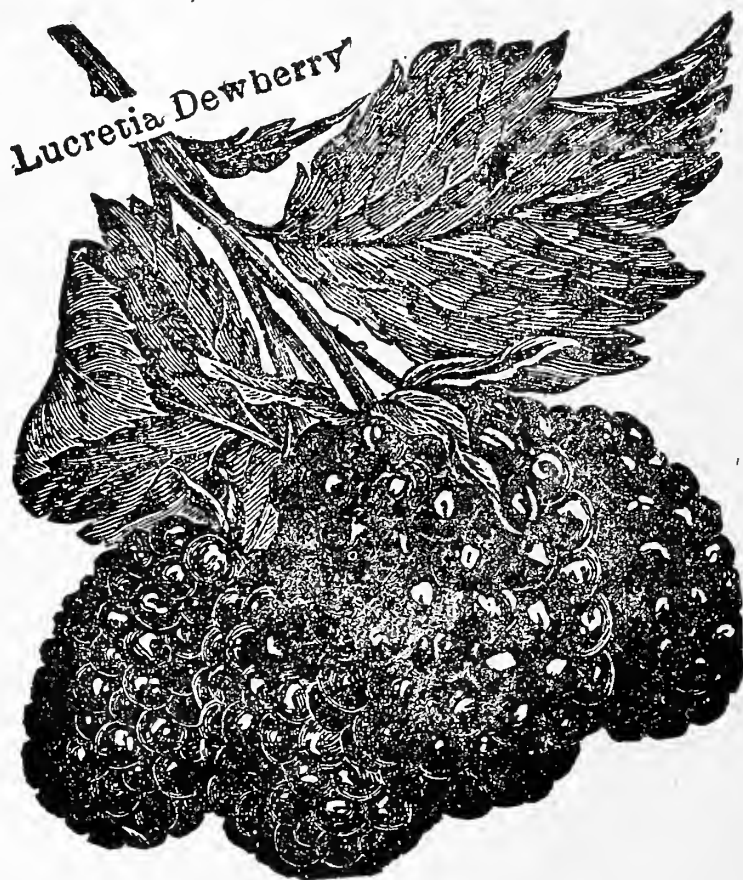
### AUSTIN

An early dewberry of excellent quality and large yield. Berries large, short and thick canes, vigorous, hardy and productive. Ripens fully a week earlier than the Lucretia. I always plant one-third of my field in this variety. It is very hardy and never fails to give a full crop.



**PREMO.** This remarkable new Dewberry is a sport from the grand old Lucretia. The great profitableness of the Lucretia with many growers has been because it was the earliest of the blackberry family to ripen. Now we have Premo, still earlier and larger; that means extra money in market and an earlier taste of delicious Dewberries for the family. Premo has imperfect flowers, and in planting, every third or fourth row should be Lucretia; or better yet, where one is equally fond of both varieties, they can be planted in alternate rows. Remember that Premo is a delicious great blackberry that begins to ripen when the raspberry season is scarcely half over. I have been growing the Premo for the last five years and it is a very nice berry. It ripens about June 15th, and sells high in the market.

**LUCRETIA.** This is the best of all Dewberries, extremely hardy and very productive. Ripens a week to ten days earlier than any Blackberry. Fruit large and handsome, sweet, luscious and a glossy black. The trailing habit renders winter protection very easy in severely cold climates without snow, where that protection may be necessary.



### PRICES

	By Mail, Postpaid			By Express or Freight			
	12	50	100	25	100	500	1000
Lucretia .....	\$0.40	\$0.75	\$1.00	\$0.30	\$1.00	\$3.25	\$6.00
Austin .....	.40	.75	1.00	.30	1.00	3.25	6.00
Premo .....	.50	.90	1.25	.40	1.25	5.00	8.00
Lucretia Tips and Lucretia Suckers, Austin Tips and Austin Suckers, Premo Tips and Premo Suckers.							

### CATALPA SPECIOSA

Valuable for posts, railroad ties, telephone poles, fuel, etc. Makes rapid growth and is highly recommended by experiment stations and institute lecturers. We are growing the genuine Speciosa which is the only variety worth planting for above-named purposes. It thrives everywhere and should be planted in all waste places, woodsides and hills too steep for cultivation. Plant Catalpa trees for large money and no work. You do not want to forget to include some in your order. Order them early.

### PRICES OF CATALPA SPECIOSA TREES

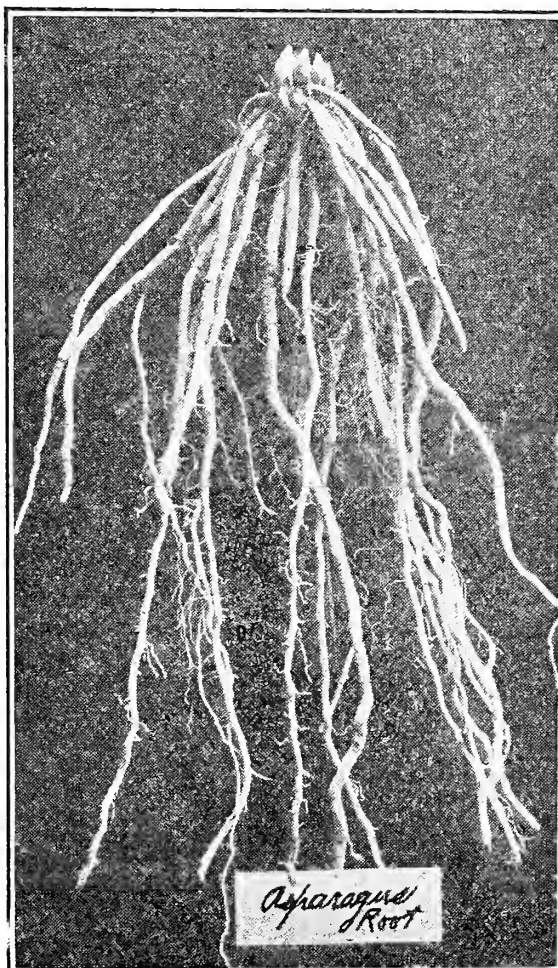
	100	500	1000
12 to 18 inches .....	\$1.00	\$4.00	\$7.00
18 to 24 inches .....	1.25	5.00	8.00
24 to 36 inches .....	2.00	6.00	9.00
About 3 feet .....	2.25	7.00	10.00

### ASPARAGUS ROOTS

**PALMETTO** is a very fine asparagus. It is quite large and fine for market and home use, and makes a heavy yield. Mr. Charles Brunner, Cumberland County, N. J., said this is the finest he knows of. He said he has made \$900 per acre on them.

**BARR'S MAMMOTH** is another good variety, about the same as the Palmetto. It is a money maker if right care is given it. Should be set in the field 4 feet each way and in good lands for good returns. Asparagus should be planted early. Every family should have 100 or more for home use.

**GIANT ARGENTEUIL** is finest and most prolific of all, stock of immense size; attractive, rich and tender; comes into cutting condition earlier than most other varieties. Very reliable and a sure money maker. Comparatively free from rust and blight.



### PRICES

	100	500	1000
Two-year-old Barr's Mammoth .....	\$0.90	\$2.50	\$4.00
One-year-old Barr's Mammoth .....	.60	1.50	3.00
One-year-old Giant Argenteuil .....	.60	1.50	3.00
Two-year-old Palmetto .....	.90	2.50	4.00
One-year-old Palmetto .....	.60	1.50	3.00

## RHUBARB, OR PIE PLANT

Every family should have a few hills of Rhubarb as it is very fine for eating and for making pies and canning. I know of some farmers who have made \$600 per acre on it. Rhubarb brings good money in market and there is not much work to its culture. As I said before, every home should have a few hills for home use if not for market. If planted in the field, set them 4 feet each way. You should include a few in your order. I can furnish good strong roots at 50c per dozen, \$2.00 per 100, \$12.00 per 1000.

## HORSE RADISH

If to go by mail, add 20c per 100. By mail, postpaid, at dozen rates, if desired.

Of the easiest culture. Plant the sets in moist, rich soil, small end down, with top an inch below the surface.

**AMERICAN.**—The well-known sort. Dozen, 35c; 100, \$1.00; 1000, \$5.00.

**BOHEMIAN, OR MILINERKREN.**—Of very strong growth; cuttings, planted in April, producing fine large "Radish" for grating the first of October. It is as white as snow when dressed. Grows to great size if left in ground until Spring and yields as much as four tons to the acre. Entirely free from all diseases and grows on any kind of soil, from heavy clay to light sand and withstands drought as well as the potato. Dozen, 45c; 100, \$1.50; 1000, \$7.00.

## PEPPER PLANTS

	25	100	500	1000
New Tomato Pepper..	\$0.25	\$0.50	\$2.00	\$3.00
Bull Nose .....	.25	.50	2.00	3.00
Long Red Cayenne ....	.25	.50	2.00	3.00
True Red Chili .....	.25	.50	2.00	3.00
Ruby King .....	.25	.50	2.00	3.00

## LETTUCE PLANTS, 3 of the Best

	25	100	500	1000
Bigger Big Boston.....	\$0.15	\$0.50	\$1.25	\$2.00
All Season's Lettuce...	.15	.50	1.25	2.00
New Morse .....	.15	.50	1.25	2.00

25 and 100 by mail.

Over that amount by express or freight.



R. F. D. No. 150, Essex, Conn., June 2, 1914.

Mr. Michael N. Borgo.

Dear Sir:—I received the sweet potato plants and am very much pleased with them.

Yours truly,

MR. GEO. D. HUNT.

Mount Clemens, Mich., June 10, 1914.

My Dear Borgo:

Plants received O. K. and in good condition. Thanks for such nice plants. Will deal with you in future.

Respectfully,

D. S. MISSNR.

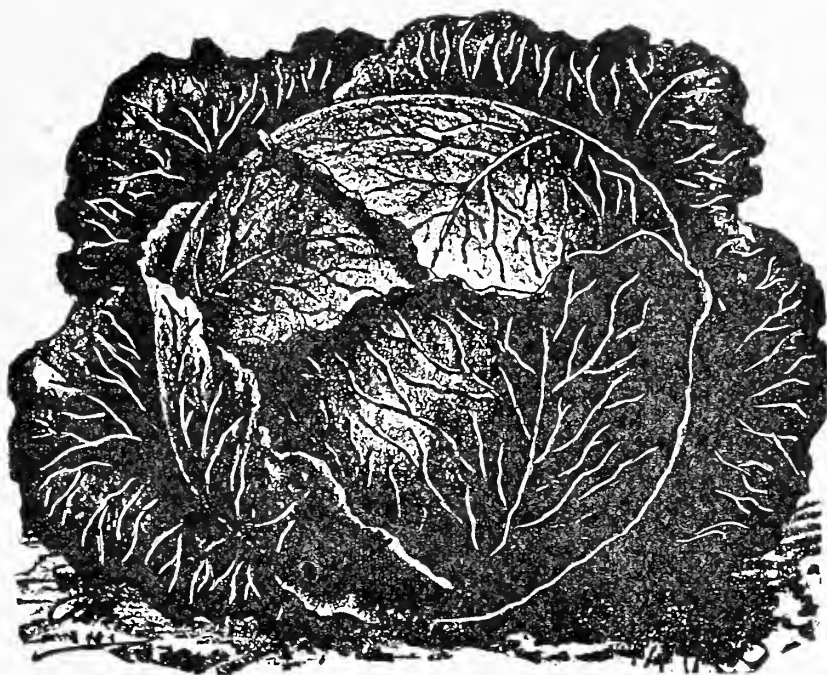
Greenville, Ill., 4-14-14.

Mr. Michael N. Borgo.

I received Seed Sweet Potatoes Sat. 11th. They are fine; just began to sweat a little. I would of given you a large order, but I was afraid it was so far they would be spoiled.

Yours truly,

JOHN W. WILSON.



CABBAGE

PRICE OF PLANTS

EARLY CABBAGE PLANTS

	By Mail		By Express	
	100	100	500	1000
Early Jersey Wakefield .....	\$0.35	\$0.25	\$0.90	\$1.50
Extra Early Jersey Wakefield .....	.35	.25	.90	1.50
Charleston Wakefield .....	.35	.25	.90	1.50
All Head Early .....	.35	.25	.90	1.50

LATE CABBAGE PLANTS

	By Mail		By Express	
	100	100	500	1000
Late Flat Dutch .....	\$0.25	\$0.15	\$0.75	\$1.00
Danish Ballhead .....	.25	.15	.75	1.00
Autumn King .....	.25	.15	.75	1.00

CELERY PLANTS

Giant Pascal	{	50, by mail, \$0.60; by express, \$0.40
Winter Green		100, by mail, 1.00; by express, .90
White Plume		500, by express, \$1.75; 1000 for \$3.00
Golden Self Bleaching		

EARLY TOMATO PLANTS

		By Mail			By Express	
		25	50	100	100	500 1000
Early Earlina .....	\$0.25	\$0.40	\$0.90	\$0.75	\$2.50	\$4.00
Early June Pink .....	.25	.40	.90	.75	2.50	4.00

LATE TOMATO PLANTS

Bonny Best	{	\$0.25 per 100, by mail
Matchless		.20 per 100, by express
Stone		.75 per 500, by express
Success		1.25 per 1000, by express
Red Rock		Over 5000, \$1.00 per 1000

(Tomato Seed.)

Matchless and Stone Seed, ¼ lb., 75c; ½ lb., \$1.00; lb., \$1.50

## GRAPE VINES

**IVES SEEDLING.**—This is one of the best grapes because it does not rot. It is a fine grape for market, also for wine. Grape juice companies will leave all others when they can get the Ives. It is very sweet when good and ripe. All growers should plant it for money making.

**MILLS.**—Black. Originated in Canada. Vines vigorous, hearty and healthy; supposed to be a cross between a native and foreign variety; bunch very large, long and shouldered; berry medium to large; adhere firmly to stem; flesh firm, meaty rich and sprightly.

**GREEN MOUNTAIN.**—The earliest White Grape. Bunch small to medium size, often shouldered; berries rather small, greenish white, thin skinned, tender, sweet, juicy and vigorous, with delightful, sprightly and refined flavor. Ripens very early.

**WORDEN.**—A black grape that resembles Concord closely, but with more tender pulp, higher quality and ripens a week to ten days earlier. It is also a little larger in both bunch and berry than the Concord.

**CAMPBELL'S EARLY.**—Black. Cluster large and shouldered, moderately compact, very early and productive. This is claimed to be the finest Grape that has been produced in a long time. It makes a strong growth, with abundant thin, healthy foliage. Quality about the same as Concord.

**EARLY OHIO.**—The earliest black grape known; ripens ten days to two weeks before Moore's Early. Bunch large, compact and shouldered; berry medium, covered with heavy bloom; leaves vary and perfectly healthy. Fully as hardy or more so than the Concord. A vigorous grower, very productive and of good quality. Berry adheres firmly to the stem. One of the best shippers.

**CONCORD.**—Bunch and berry very large; blue-black with bloom; skin thin; crack easily; flesh sweet, pulpy, tender, good quality. Very prolific and a vigorous grower. One of the most reliable and profitable varieties for general cultivation.

### PRICES OF GRAPE VINES

	Each	12	50	100	1000
Green Mountain, 1 year old .....	\$0.50	\$5.00	\$9.00	\$15.00	
Campbell's Early, 2 years old .....	.50	5.00	8.00	15.00	
Ives, 2 years old .....	.25	1.00	2.50	4.00	\$20.00
Ives, 1 year old .....	.20	.90	1.50	2.00	15.00
Early Ohio, 1 year old .....	.30	3.00	5.00	10.00	
Concord, 2 years old .....	.30	1.50	3.50	6.00	
Worden, 2 years old .....	.30	1.50	3.50	6.00	
Mills, 1 year old .....	.50	3.00	8.00	15.00	

Order your vines at once, as they are very scarce.

**GLADIOLUS BULBS.**—Best mixed colors, 30c doz.; 100, by express, \$2.00.

**DAHLIAS.**—Mixed colors, 50c doz., by mail; \$2.50 per 100, by express. Add 10c per dozen by mail.

**LILY OF THE VALLEY.**—25c per doz.; \$1.50 per 100. Add 5c per doz. by mail.

**TUBEROSE.**—PEARL—3 for 25c; \$1.00 per doz. Add 12c per doz. by mail.

## How to Grow a Fruit Garden

For a smaller or larger Fruit Garden several kinds of plants can be grown at one time. Several kinds of grapes and several kinds of blackberries can be grown on the same row, and so on.

There is nothing so beautiful as when you can go out in the early Spring and see all these plants growing. There is nothing nicer than to be able to go out in the garden and gather the ripe fruit for eating. You know what it is, you know when you get it and you know it is fresh. The beauty of it all is you can have fresh fruit when you want it, and it costs you nothing but the time to gather. I would never be without it, as there is nothing so pleasing to the whole family as going into the garden and picking the ripe fruit for eating. I am offering this special bargain to introduce my plants and vines into new sections.

### COLLECTION No. 1

- |                           |                                      |
|---------------------------|--------------------------------------|
| 12 Premo Dewberry         | 12 Wilson Blackberry                 |
| 10 Joe Strawberry         | Asparagus, 10 Palmetto, 1-year roots |
| 10 Palmetto, 2-year roots | 12 Lucretia Dewberry                 |
| 25 Ward Blackberry        | 25 Brandywine Strawberry             |
| 12 Austin Dewberry        | 10 Ives Grape Vines                  |
| 25 Stevenson Prolific     | 10 Barr's Mammoth, 1-year roots      |
- 173 Plants and Vines, all for only \$2.00

### COLLECTION No. 2

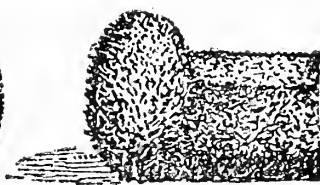
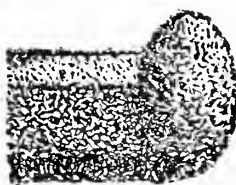
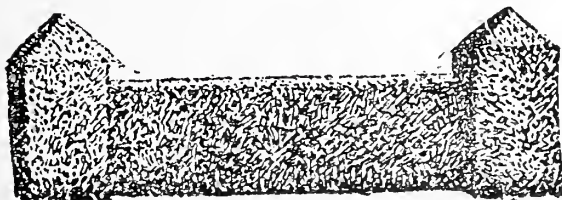
- |                           |                                      |
|---------------------------|--------------------------------------|
| 25 Premo Dewberry         | 25 Wilson Blackberry                 |
| 20 Joe Strawberry         | Asparagus, 20 Palmetto, 1-year roots |
| 20 Palmetto, 2-year roots | 25 Lucretia Dewberry                 |
| 50 Ward Blackberry        | 50 Brandywine Strawberry             |
| 25 Austin Dewberry        | 20 Ives Grape Vines                  |
| 50 Stevenson Prolific     | 20 Barr's Mammoth, 1-year roots      |
- 363 Plants and Vines only \$3.85, cash with order

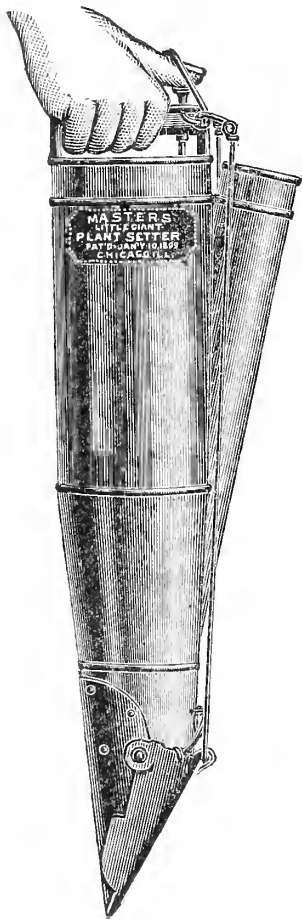
All orders F. O. B. Vineland. You make no mistake by ordering one of the above collections. Send in your order at once before all are sold. Say whether to send by freight or express. I pack and deliver to express or freight office free of charge. Every order shall receive my personal attention. Cash with all orders. I shall be pleased to receive an order from you.

## CALIFORNIA PRIVET

California Privet is one of the best hedges and beautiful shrubs on the market. It makes one of the finest hedges of all. It is hardy and its foliage is deep green. It is a very vigorous grower. This hedge is used by all railroad companies to beautify the office and depot yards and all other grounds. It will make a fine hedge around the lawn or anywhere you may want to plant them. I have a fine lot of good, strong plants.

12- to 15-inch 2-year, No. 1,	100, \$2.00; 1000, \$15.00
15- to 18-inch 2-year, No. 1,	100, 2.50; 1000, 18.00
18- to 24-inch 2-year, No. 1	100, 3.00; 1000, 25.00
2 to 3 feet	100, 4.00; 1000, 35.00





## MASTERS' PLANT SETTER.

In operation the plant roots are put down to proper depth below the surface where the ground is cool and damp. You never have to wait for a shower; plants may be safely set, regardless of weather. Every farmer, truck grower, and gardener should have one or more. Any man with very little practice can set 12,000 plants each day. One man will set, water and if desired fertilize, more plants than three men can set by hand—and every plant is securely rooted by absorption, nature's way, so that it has a chance to grow. Two barrels of water with one of these setters, will insure a perfect stand of plants on one acre, **rain or no rain**. The setter is durably constructed, the invention of a practical man, sold on honor—your satisfaction guaranteed. Price is reasonable. There is **no stooping** when using. Sets all kinds of plants, such as Cabbage, Tobacco, Tomato, Cauliflower, Strawberries, Sweet Potatoes, Sugar Beets, etc., and the plants are set in water and covered at one operation.

Price, each \$4.50

## STRAWBERRY PLANTS

### FALL OR EVERBEARING STRAWBERRIES

Lovers of strawberries are delighted to know that they can now have this favorite fruit five or six months in the year, instead of one, as in days gone by. Fall-bearing plants set in the spring will yield a good crop in the fall, again the next June, and still again the second fall, making three crops in two years instead of one. When the plants are set in the spring the blossoms should be kept off until the middle or last of July to allow the plants to become strong and well established. There will be ripe fruit in about four weeks from the time you stop cutting off the blossoms, and right along after that until the ground freezes up for winter.

**AMERICUS.**—(Per.)—This variety has been before the public long enough to become quite well known, and does not need to be described at great length. It is a vigorous grower, a good plant maker and a generous yielder. Its fruit is of fair size and delicious in flavor. The runner plants begin to blossom even before they take root and continue in bearing as long as the weather permits.

**SUPERB.**—Perfect flowering. The plants of Superb are of good, average size, are strong growers and stand the winters best of all the kinds we have tested, with the possible exception of Americus. While the roots of Productive are large and fleshy, the roots of Superb are small and wiry. One parent plant of Superb will spread over a large surface, the runners being long and quite numerous. The fruit is very large, roundish, dark-colored, glossy, attractive and smooth. It is not produced in as great abundance as Productive, but each berry is large and fully developed, and above all, it has the finest flavor. The fruits are borne on the parent plants. This variety does its best when planted in hills and the runners cut.

**PRODUCTIVE.**—(Imp.) This variety produces large plants, makes plenty of runners, fruits considerably on new runner plants, and produces a large crop of good-sized, light red berries. It is firm and a good shipper. One of the best of the fall bearers.

	12	100	1000
Americus .....	\$0.75	\$2.00	\$17.00
Superb .....	.50	1.50	10.00
Productive .....	.50	1.50	10.00

By mail, paid; others by express, not paid

**EARLY JERSEY GIANT.**—The berries are large, brilliant scarlet crimson color. It is a strong grower and a big yielder.

Price—12, 60c; 25, \$1.00; 50, \$1.75; 100, \$3.00; 500, \$10.00.

**MICHAEL EARLY.**—One of the earliest varieties grown, it is a very strong and healthy berry and fine for home and market.

Price—100, 50c; 500, \$2.00; 1,000, \$3.50, by express; if to go by mail, add 30c per 100.

**SENATOR DUNLAP.**—This is as fine a Medium Early variety as can be found; a variety that has a demand everywhere and produces an enormous crop of fine fruit, and it is as fine a berry as you want for market, as it will retain its color long after being picked, and therefore it is just what you want for market. The demand for this variety is very large each year. The variety you should plant for large crops and big money.

Price—100, 50c; 500, \$2.00; 1,000, \$3.50, by express; if to go by mail, add 30c per 100.

**GANDY BELL** is a strong and healthy plant maker, and the plants are strong and will yield an enormous crop of fine fruit as you want, and they are fine for canning and market, having received more per quart than for other varieties. I recommend the planting of this berry; it ripens the same time as Senator Dunlap; by planting the two varieties you shall not make any mistake.

Price—100, 50c; 500, \$2.00; 1,000, \$3.50, by express; if to go by mail, add 30c per 100.

**HERITAGE.**—An extra large berry; plants strong and healthy; just the kind that will yield a large crop of fine, handsome berries.

Price—500, \$2.25; 1,000, \$4.00.

**WM. BELL** is another luxuriant grower and remarkably productive. The berry has a fine shape and glossy red color and it ripens all over at once.

Price—100, 50c; 500, \$2.00; 1,000, \$3.50, by express; if to go by mail, add 30c per 100.

**STEVEN LAKE** is as fine a late berry as anyone could want; this variety makes strong, vigorous plants, the kind that will yield large crops of fine fruit. It ripens all over in fine shape; it is a very fine berry for canning and market.

Price—100, 50c; 500, \$2.00; 1,000, \$3.50, by express; if to go by mail, add 30c per 100.

**SAMPLE.**—An old variety that can always be depended upon. It is popular everywhere—a strong grower, with dark green leaves, and a good plant maker. The berries are large, and retain this size until all are gone. Color deep red; firm for distant shipping. It has a smooth, glossy appearance, and is one of the largest and most prolific of the medium late varieties. There is always a great demand for plants of this variety.

Price—\$3.00 per 1000.

**RYCKMAN.**—Awarded highest prize at the Buffalo Exposition in 1901, and has been thoroughly tested since. One of the largest berries; ripens early. It is in the front ranks of strictly big berries. I sell as many or more of this berry than any other variety that I have listed. Try it.

Price—\$3.25 per 1000

**KELLOGG'S PRIZE.**—This is a pistillate variety and is claimed to cover a long season. The originator describes it as follows: "Kellogg's Prize continued to bear a little later than the Sample and Stevens' Late Champion, and was the last to be found on the vines. It was the remark of some of my customers that they did not know that Strawberries grew so large. If the public knew of the value of this variety the demand for plants could not be supplied. The berry is very highly colored, with golden seeds, the rich color extending to the center; flavor delicious. the cap is ample and in harmony with the size of the berries."

Price—\$3.50 per 1000.

**CHESAPEAKE.**—It has been tested all over the country, and is very popular. Plants vigorous and do not rust. Foliage is thick and leathery, upright leaf stems with leaves almost round. The fruit is borne on large stems, the greater portion standing upright, holding the fruit from the ground. It bears more fruit to the single stem than any other variety I know. Blossom is perfect, fruit uniformly large, averaging more than Gandy and more productive, firmer and better quality, without the green tips, colors all over at once. Season of ripening same as Gandy.

Price—\$3.50 per 1000.

---

## VEGETABLE AND BERRY GROWERS

*I am prepared to supply your wants this spring with fine vegetable and berry plants. I have a large stock of all varieties; prices very low for this grade of stock. I want that trial order, no matter how small, bigger ones will come later. I hope you will compare prices with quality, as I feel sure I will receive your order, for a trial order will convince you, as my customers buy from year to year. So do not hesitate in sending me your order. Let's get acquainted.*

MICHAEL N. BORGO,  
Vineland, New Jersey.